

AMENDMENTS

Claims

The following is a copy of Applicants' claims:

1-12. (Canceled)

13-19. (Canceled)

20. (Previously presented) A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

at least one application server that generates at least one message configuration, each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system;

a multimedia messaging server that receives at least one message configuration from the at least one application server and associates message content for presentation to a user according to the at least one message configuration, and generates a request according to the at least one message configuration, the request including the message content and a message configuration expression for delivery over a television system to a the communications terminal associated with the user, wherein the at least one application server and the multimedia messaging server are located in the headend, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth; and

a multimedia messaging client that receives the request and associates the message content and the message configuration for presentation of the message content according to the message configuration.

21. (Previously Presented) The system of claim 20, wherein the message configuration expression comprises a location reference that is utilized by the multimedia messaging client in retrieving the message configuration for use in presenting the message content by the communications terminal.
22. (Previously Presented) The system of claim 20, wherein the message configuration expression comprises the message configuration for use in presenting the message content by the communication terminal.
23. (Previously presented) The system of claim 20, further comprising a database of message configurations, the database accessible by the multimedia messaging server.
24. (Previously Presented) The system of claim 20, wherein the multimedia messaging client includes a client application and a configuration manager, wherein the configuration manager provides the client application with the message configuration associated with the message content.
25. (Previously presented) A system for delivery of multimedia messages, comprising:
 - a multimedia messaging server; and
 - at least one application server in which each server generates message content and a database of predefined message configurations, each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system,

wherein each application server delivers the message content and at least one of the database of predefined message configurations to the multimedia messaging server, which in response thereto, generates a request that comprises the message content and a message configuration expression for delivery over a television system to a communications terminal associated with the user, wherein the at least one application server and the multimedia messaging server are located in the headend, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth.

26. (Previously Presented) The system of claim 25, wherein the message configuration expression comprises a location reference.

27. (Previously Presented) The system of claim 25, wherein the message configuration expression comprises the message configuration.

28-35. (Canceled)